

CHUCK E.

AND FRIENDS!



LET'S GET THIS PARTY STARTED!

Welcome to the world of **CHUCK E. AND FRIENDS!**

Which follows the beloved, mischievous mouse and his friends (Helen, Jasper, Bella and Mr. Munch) on their adventures in a world that could always use more of Chuck E.'s effervescently, playful spirit. From the huge and fantastical – like trying to throw a party on the International Space Station – to the ordinary and everyday – like trying to find a friend's favorite pickles that are sold out everywhere in town – the series embraces celebration and playfulness as its thematic heart. Each episode will feature Chuck E. ingeniously approaching the world with the same positive mindset: "there is always great value and something to celebrate in what so many people overlook or take for granted."

To Chuck E., the world should not just be a place "where a kid can be a kid," but where an adult can also be a kid and, maybe most importantly, where ANYBODY can rediscover their sense of play and become a kid - AGAIN. Chuck E. is on a mission to remind the world that the treasures of childhood exist for everyone, everywhere, always – just as the series, itself, is on a mission to appeal to everyone, everywhere, always – with hilarious entertainment the entire family can enjoy TOGETHER.



CHUCK E. CHEESE

Chuck E. is the fun-loving, charismatic mouse who looks at the world through his own, unique cheese-colored glasses. While everyone else seems to focus on life's problems, failures, and fears, Chuck E. has the gift of always seeing life's positives – the small victories, the fun, the humor – the things worth celebrating that others take for granted – like the joy of a perfectly placed, well-designed cupholder. To him, anything worth doing is worth having FUN doing. Then, if it was up to Chuck E. Cheese, you celebrate having done it!

The only thing he loves more than turning the mundane into a celebration are his friends. For him, Helen, Jasper, Bella and Mr. Munch are more than just friends, they're his chosen family. Like Ferris Bueller's natural leadership qualities, and Phineas Flynn's unending enthusiasm, Chuck E.'s passion is contagious. Whether it's trying to celebrate the time-traveling "miracle" of Daylight Savings, or fend off an invasion of headless Minotaurs, Chuck E.'s friends are easily swept up in his mischievous, ambitious, often chaotic vision; helping him achieve whatever goal, big or small, is in front of them. He's grateful for his friends' loyalty, and ability to keep him grounded and provide different perspectives.

Chuck E. always looks at life from fresh, new angles. He often questions why we do the things we do just because "that's how they've always been done" – who ever said eggs and pancakes were only morning food, and recess breaks are only for school kids? This leaves him with a complicated relationship with rules and authority. For Chuck E., rules aren't meant to be broken, but they ARE meant to reexamined, reevaluated, and rewritten, which can occasionally irritate those who take it upon themselves to enforce those rules. Like Bugs Bunny, Chuck E. Cheese is an impish, playful "rebel" who is always on the appropriate side of right and wrong.





HELEN HENNY

Helen Henny is one of Chuck E.'s oldest, most trusted friends. She is as fun-loving and positive as any fun-loving, positive mouse can hope for in a chicken, but Helen also has a nurturing, maternal, literally, "mother hen" side. When things turn to chaos (an unfortunately common event), Helen is often found trying to corral, organize, and lovingly guide her friends through it.

Chuck E., Jasper, Bella and Munch have enormous respect for Helen, and she is often the voice of reason. She's a realist and is able to see the big picture when her friends become increasingly tunnel visioned. While Chuck E. always finds the small victories to celebrate, and others may focus on the negative problems, Helen often has to remind Chuck E. that those "negative problems" shouldn't be ignored. Helen loves and encourages Chuck E.'s positive, take nothing for granted attitude, but she usually tries to get him to find solutions to the negatives WHILE celebrating positives. For instance, while the gang is playing Helen's favorite "Mario Kart-type" driving game, the bewildered, inexperienced Munch is bummed that he keeps coming in last. Chuck E. wants to celebrate how much Munch has improved, which is the real win. Helen agrees and suggests they go celebrate at the brand-new Car-themed amusement park. The friends all ride go-carts, bumper cars, and other driving-related rides which boosts Munch's confidence and driving skillset. Back at home, Munch becomes seemingly unbeatable.

When not keeping a mother hen eye on Chuck E.'s latest possible misadventure, Helen is a gifted, driven video gamer, who enjoys going head-to-head with any challenger. When things get serious in the gaming world, Helen will occasionally reveal a hilariously incongruent, highly competitive, trash-talking side, allowing her passions to get the better of her.

JASPER JOWLS

If Helen Henny, with her maternal positivity, stands on one side of Chuck E., Jasper Jowls, the streetwise dog, stands on his other side with his carefree, comically cynical, wise-cracking attitude. Jasper isn't negative or antagonistic, he just doesn't invest too much emotionally in the outcomes and solutions about which his friends seem so passionate. Win or lose, Jasper greets either with a shrug, believing it will all come out in the wash eventually.

Like Jerry Seinfeld or Rocket Raccoon, Jasper gets away with saying what everyone is thinking — "If you arrive fashionably late in Crocs, you're just late." — and people love him for it. Like most dogs, Jasper is "man's best friend" in that he has and makes friends everywhere he goes. Having spent so much time in the front row of mankind's absurd show, he has developed a sharp, keen eye for man's foibles and silliness.

The depth and extent of Jasper's social connections never fails to amaze his friends. When they run into an obstacle, many times it's Jasper's seemingly endless contact list that saves the day, like the time a city worker wanted to unfairly fine Pasqually's restaurant. — Jasper just makes one quick, casual call to Gov. Dolly Parton (they have an ongoing game of Go Fish) and Pasqually's unfair penalty vanishes. Despite Jasper's irreverent enjoyment of chaos and absurdity, he is as fiercely loyal as any dog and cares deeply about his friends and their well-being. It's never any question that Jasper will go all-out to help Chuck E. and his friends solve any problem.





BELLA BRINCA

Bella is the most adorable, sweet, innocent little Hispanic bunny in the whole wide world – on the surface. While Bella IS good through and through, her astounding cuteness is not something in her control. She just IS cute. Her little voice SOUNDS so cute, regardless of what she says. Imagine the cutest voice you've ever heard complaining, "EWW! The milk is spoiled!" as everyone gushes, "Awwwww." Bella was simply born outrageously adorable – and she resents it, struggling to be taken seriously. Knowing that most people will react to her little voice with precious delight, Bella has, over time, become a bunny of few words. She is all about action.

Inside, Bella is a no-nonsense, capable, confident rabbit. Within the gang, Bella is the fixer, the convincer, the bunny that gets it DONE. Many times, while her friends are still arguing with one another about the best way to approach a problem, Bella goes off screen and gets it solved all on her own.

And on rare occasions when her normal tactics aren't enough, NO ONE can say "no" to something as cute as Bella TRYING to be cute. The laws of space/time don't seem to allow it. Even the meanest, scariest, hairiest antagonists turn to mush at the sight of Bella's cuteness turned up to "11," and can't help but do her bidding. When the going gets tough, Bella is Chuck E.'s adorable ace up his sleeve.

MR. MUNCH

Mr. Munch is a lovable, big, round purple alien who is the life of the party. If there is or ever was a reason why Mr. Munch came to our planet, it remains a mystery because Mr. Munch is way too distracted having fun with his friends. Like Mork from Ork, Munch is a comically exaggerated fish out of water on Earth. The rules of society make little sense to him and even the laws of Earth physics and biology are baffling to him. If Chuck E. sees opportunities to celebrate where others do not, Mr. Munch embodies the spirit of "celebration," itself.

Sweet-natured and generous, Mr. Munch loves his friends and is eager to help them anyway he can – even when he doesn't understand what they're trying to accomplish. He has the ability to open little dimensional portals to his alien home world using a high tech, multi-purpose, alien device (think Doctor Who's screwdriver) and retrieve items that he wants or needs. Although he believes they might solve his friends' latest problems, much to their amusement, these silly, sometimes ridiculous items are rarely helpful, if even recognizable. Munch is oblivious to the fact that on earth, his high-tech alien device just happens to look exactly like an ordinary Earth toilet plunger - which causes great confusion - especially in public restrooms.

While most Earth customs are strange to him, Mr. Munch DOES understand the universal language of MUSIC. It did not take much convincing to get Chuck E. and his friends to join Munch in starting his Make Believe Band. The gang is always ready to grab their instruments and become the party band at any celebration. For Chuck E., his dear friend Munch is a seemingly endless inspiration for new, original ways to celebrate and have fun. Chuck E. learns from Munch as much as Munch learns from Chuck E. Mr. Munch's totally objective, naïve take on things is in line with Chuck E.'s ability to appreciate what others take for granted.



PASQUALLY

Pasqually is the beleaguered, kindly, tolerant owner and operator of Pasqually's family restaurant, above which Chuck E. Cheese and his friends live. Pasqually's restaurant means everything to him. His family has owned ones like this for generations going all the way back to Italy and he wants to do his legacy proud. He really cares about creating a warm, inviting, cozy family environment for his patrons. Unfortunately, Pasqually is a worrier and can get stressed out by life's curveballs and strikeouts.

Living right above him is Chuck E. Cheese, who always has a way of making Pasqually see the good, positive side of a seemingly bad situation. Unfortunately, Chuck E. and his friends are occasionally the cause of the bad situation, themselves. Pasqually can find himself in the strange position of having to go up and bang on Chuck E.'s door to ask them to please keep the fun, chaotic noise down because it's drowning out the massive, raucous kid's birthday party he's hosting downstairs. Other times, Pasqually will open up the restaurant in the morning only to find Jasper drinking all the milk out of the carton from his fridge, then helpfully telling him, "You're outta milk."

Pasqually is like an avuncular, almost paternal, figure to Chuck E. and his friends. He tries to offer them guidance, but his concern for rules and traditions are at odds with Chuck E.'s outlook on life. Despite the silly irritations and hijinks of his upstairs neighbors, there is real affection between Pasqually and the gang, and at the end of a long day, you can usually find Pasqually, Chuck E., Helen, Jasper, Bella, and Munch sitting around a candlelit table after hours, eating leftover pizza and potato skins laughing about the day's adventures.





THE WORLD

In the beloved tradition of *Looney Toons* or *The Muppets*, Chuck E.'s world has a mixture of sentient, talking animals and humans (all of whom are roughly the same size instead of, say, a mouse being a tiny creature) all living and functioning together in a typical society. No one thinks twice about buying ice cream from a horse or lending a sympathetic ear to a sad Moon in the sky.

THE TONE



While the show will establish and evolve its own internal set of rules and “laws,” the goal is to create a giddy, free-flowing, “anything goes” tone and story approach that will keep the audience surprised, delighted, and invested - forever unable to guess what will happen next. Most of all, the focus will be on the fully dimensional, fun, relatable main characters, who will drive the stories and bring the audience into their warm, tight-knit circle.

Chuck E. and his friends are like “kidults,” all living in a large apartment loft above Pasqually’s family restaurant in a quaint, suburban city (think Hill Valley from *Back To The Future*). The apartment is set-up like an amazing, fun clubhouse for Chuck E. and the gang to hang out, watch scary movies, practice music, or play marathon gaming sessions. Mini trampolines, slides, a putt-putt golf course, Skee-Ball, and free flowing slushie machines are just some of the highlights. Each friend has their own personal space accented with their own individual touches. The building is a converted firehouse, and the fire pole still exists, giving the gang quick, not always welcomed, access to Pasqually’s fully stocked kitchen below.



A NEW LEGACY

Much like how Mickey Mouse does not visit Disneyland, Chuck E. Cheese establishments that our audience are familiar with in the real world **do not exist in this new animated world**. The animated specials and series occasionally feature Pasqually's beautiful, family-owned Italian restaurant that gets wildly disrupted by our zany cast of characters — but this is not a show about a kid's pizzeria arcade. This is a show about fully dimensional, fun, relatable main characters who will drive the stories and bring the audience into their warm, tight-knit circle. Watching *Chuck E. and Friends!* should feel like hanging out and going on adventures with your own best friends.

IT ALL STARTS WITH...



THE CHUCK E. & FRIENDS
HOLIDAY SPECIAL

THE
PILOT

A 44-min. Holiday Special — grounded in the heart and comedy that is unique to Chuck E. Cheese — serves as a backdoor pilot to introduce Chuck E.'s world, establish the "chosen-family" dynamic between all of his friends, and sets the stage for more Specials, a Series, and Films. The first Holiday Special will be available for distribution by November 2025 (in English, Spanish, French, and Arabic).



THE STORY

LOGLINE: When Chuck E. And Friends learn that Santa Claus has never experienced a Christmas party — because he is always exhausted from working on Christmas Eve — they set out to throw a surprise Christmas celebration for Santa as a ‘thank you’ for all the joy he brings to the world! The party also winds up doubling as a way to save their town from the meddling of a holiday-hating evildoer.

RSVP FOR EVEN MORE 44-MIN. SPECIALS!

“HAPPY YESTER DAY!” - Chuck E. and friends decide to create a brand new national holiday like Easter, Christmas, and/or Halloween to celebrate what Chuck E. feels always SHOULD have been celebrated, but never is: “Yester Day!” It’s a holiday celebrating all the inspiring historical words, deeds and accomplishments of those upon whose shoulders we all stand (but often take for granted – or don’t even know about). Chuck E.’s goal is to make Yester Day a big family holiday with its own traditions, iconography, signature food, customs, costumes, decorations.

“MUNCH-O-WEEN” - It’s Munch’s first Halloween. And the costumed Chuck E. and friends are excited to take Munch around the neighborhood to experience a classic, fun Halloween night of adventures and trick or treating! Chuck E., Jasper, Helen, and Bella each have a different perspective on what makes Halloween so much fun and each take turns telling Munch a spooky Halloween story that reveals their own personal, character perspective on what the holiday’s all about (which the audience sees in anthology cutaways). For example, Chuck E. is fascinated by the opportunity one day a year to have so much fun celebrating things which are, otherwise, considered negative or scary!

“CHEESE-YOUR-OWN BIRTHDAY” - Chuck E.’s parents taught him to celebrate everyday like it was his birthday – and he did! No one ever asked or cared what his actual date of birth was, nor did he, until signing up for classes to improve upon the one party skill he has never mastered: Magic. Even if *you* show *him* your card, he still can’t find it. The Magic Class needs a birth date on the sign-up form. So, Chuck E. goes on a 365-day adventure to determine once and for all which day of the year is the most fun day to celebrate a birthday on and claim it as his own. In the end, he realizes every day is truly a special day to celebrate and decides not to pigeon-hole himself into just one.

DIRECTIONS FOR 11-MIN. EPISODES!

"MUNCH FOR PRESIDENT" - On Munch's planet, the traditional "rite of passage" (like a Bar Mitzvah or Debutante Ball) activities just so happen to mirror "running for President" here on Earth, like hanging inspirational signs around town, buying TV ads that end with "Mr. Munch Approves This Message", and even meeting with lobbyists. This results in Mr. Munch accidentally getting elected President. Chuck E. is ecstatic to plan the inaugural celebration ball. Jasper's only too happy to be the wise-cracking Press Secretary. Helen worries that her friends are not taking this seriously enough, but Chief of Staff Bella snaps into action to do some good for the world.

"HELLO BUNNY" - Chuck E. and friends are thrilled to go to the huge anime convention in town. When they arrive, they are surprised and delighted to discover a new Japanese cartoon character that everyone is obsessed with that looks a lot like Bella. Fans from all over all over the world (many dressed in "Bella-look-a-like cosplay") go gaga when they see her, much to her annoyance. In the end, Bella sees how much joy this character brings to everyone and learns to accept and even enjoy the attention.

"PLAYING CHICKEN" - Helen's little brother's basketball team loses a big game and are feeling dejected. Helen encourages her brother not to give up and practice makes perfect! Chuck E. on the other hand, is thrilled that, despite not winning, the team scored more points than they EVER have before – and THAT remarkable improvement is cause for celebrating – so he throws a Basketball-themed party filled with basketball-themed games. While having a blast at their party, the team inadvertently practices all the aspects of basketball that needed improvement - and the next night, those skills give them their first victory!

"FUREVER HOME" - Chuck E. throws a birthday celebration for their proudly stray cat friend, Copernicus. Helen can see the Copernicus secretly longs for a real, happy home and suggests turning the party into an animal rescue event, which ends up finding homes for dozens of animals – including the thrilled Copernicus, who comes to live with Chuck E. and the gang. Unfortunately, Jasper is not thrilled with the overbearing "dog people" who want to take HIM home.

WHO ELSE IS ON THE GUEST LIST?



JON COLTON BARRY is an Emmy-winning writer and showrunner known for *Phineas and Ferb*, *Be Cool Scooby-Doo*, and *LEGO City Adventures*.



ZAC MONCRIEF is an Emmy-nominated director and writer known for *Phineas and Ferb*, *Family Guy*, and *Fairly Odd Parents*.



BOBBY PONTILLAS is an Oscar-nominated Character Designer and Animator known for *Moana*, *Big Hero 6*, and *Zootopia*.



PATRICK O'CONNOR is an Art Director and Background Designer known for *Phineas and Ferb*, *Mickey Mouse Shorts*, and *Curious George*.



SADAF COHEN MUNCY is an Emmy-nominated Executive Producer known for *LOL Surprise*, *Rainbow High*, *Jim Henson's Pajanimals*, and *Pet Alien*.

WHAT DOES THE "E." STAND FOR?

In closing, Chuck E. Cheese is so much more than a party-loving, playful mouse. He's a complex, rich, dimensional character who will grow and evolve with his friends as the series continues. His own origins, where and when he was born, have always been a mystery to him because he was adopted by his loving parents. But he enjoys how his identity is based not on his past, but on who he is NOW – and who he'll become. While he's curious about where he came from, Chuck E. enjoys his unique freedom from the past, allowing him to discover and follow his own path, guided by his own heart. Although he can sometimes bite off more than he can chew, in the end, he'll always somehow ingeniously achieve his goal, and, in the process, allow all of us to look at the world from unique, positive new angles - all while having the time of our lives.

It has been often rumored the "E." In his name standards for "Entertainment". But we like to think it stands for so much more: Effervescent. Enigmatic. Energetic. Excitable. Eager. Eccentric. Earnest. Empathetic. But most of all, it stands for who Chuck E. loves the most: Everyone.

